



CALIFORNIA TRADE AND COMMERCE AGENCY

February 2000

RE:ID #

Gray Davis
Governor

Lon S. Hatamiya
Secretary

As Chair and Vice-Chairs of the California Travel and Tourism Commission (CTTC), we are pleased to provide your business with your 1999/2000 Tourism Assessment Form and instructions. The California Tourism Marketing Referendum that passed in October 1997 established a mandatory assessment of businesses that benefit from increased tourism to California. It also established that businesses may pass along assessments to customers.

You are all aware of the strong economic impact of the California tourism industry and will find details in the Background section of this document (page 2), as well as in the enclosed CTTC "1999 Year in Review" Newsletter, that note the invaluable sources of spending, revenues and jobs that the industry generates. You may also be aware of the continued increase in competition within the industry and the net effect of a downward trend of visitor market share that California has been experiencing over the last eight years. With the industry's passage of the Tourism Marketing Referendum, the support of over 4,000 businesses like yours and the establishment of a fund that is used for a variety of statewide marketing programs, we believe that we can reverse this downward trend, thereby ensuring the growth of new and repeat California visitor business and the viability of a strong California economy.

This past year marked the first fully funded and operational program year of the CTTC, and we are very excited about the wealth of new programs that originated as a result of CTTC funds, such as the *Wild California* IMAX film that will reach 12-15 million people worldwide and generate up to three billion impressions on California. CTTC funding has also provided a strong boost to existing California Tourism programs, including a 26% increase to the total advertising budget for the upcoming year.

The completion and return of the enclosed two-page form is required by state law. The form must be mailed (with payment, if applicable) no later than the due date. A return envelope is enclosed for your convenience. Additional information about California's tourism marketing program is available on the Internet at <http://gocalif.ca.gov/tma/>.

We thank you in advance for your time and your support of California's travel industry and the strong economic impact that the upcoming marketing programs will have on the California economy.

Sincerely,

Lon S. Hatamiya, Secretary

California Trade and Commerce Agency and Chair, California Travel and Tourism Commission

James O. Abrams, Executive Vice President

California Hotel & Motel Association and Vice-Chair, California Travel and Tourism Commission

Bob Roberts, Executive Director

California Ski Industry Association and Vice Chair, California Travel and Tourism Commission

Division of Tourism

Main Office

801 K Street, Suite 1600
Sacramento, CA
95814

Assessment Program

P.O. Box 2007
Sacramento, CA
95812-2007

Tel. (916) 322-3450
Fax (916) 322-3402
<http://gocalif.ca.gov>

Background

As an industry, travel and tourism ranks in the top three of the state's global industries along with agriculture and manufacturing. In The California travel and tourism industry generates more than \$65 billion in direct expenditures for the state, resulting in \$4 billion in direct state and local revenues and directly employing nearly 700,000 Californians. In fact, over the past ten years, the state's travel and tourism industry created twice the jobs as the rest of the economy. However, with increased competition from both domestic and international destinations, California has been experiencing a 1-2% loss of share of market over the last eight years. This translates into an *annual* loss of \$6.5 billion in spending, \$400 million in state and local revenues and approximately 70,000 jobs.

To reverse California's loss of market share, the California Tourism Marketing Act was adopted in 1995, and authorized a referendum of California businesses that benefit directly from travel and tourism spending. In October 1997, the tourism marketing referendum passed by a 69 percent to 31 percent margin among voting businesses within the state's \$65 billion tourism industry. It established the California Travel and Tourism Commission (CTTC) and a statewide marketing fund derived from mandatory assessments collected by The California Trade and Commerce Agency.

The new money generated by the assessment brings California's 1999/2000 total marketing budget to approximately \$13 million, elevating California's tourism budget from 24th to 16th in the nation. Assessment funds will be used for such activities as: television and print advertising to stimulate interest in visiting California; distribution of informational materials to people who are planning to visit California; promotion of lesser-known and under-utilized destinations California; and cooperative marketing partnerships to benefit regions, groups of like businesses and/or companies new to tourism. Many of the cooperative marketing programs represent opportunities for companies like yours to partner with the CTTC and California Tourism in mutually beneficial ways. If interested, please contact the CTTC at 916-444-4429. California's travel-industry directed program is managed by 37 appointed and elected tourism commissioners, a statewide marketing committee and an executive director selected by the travel industry.

The rate of assessment is 45 cents per thousand dollars of travel and tourism revenue. Only business locations that benefit from travel and tourism are subject to assessment, but **all businesses** receiving a Tourism Assessment Form are **required to complete and return it** to determine whether or not they must pay an assessment fee for the current year. **The Act states that businesses may pass fees along to customers.**

It is imperative that companies like yours, which may benefit directly from money spent by travelers, actively participate in the promotion of California to stem the current loss of visitor share of market. Through establishment of the new California Travel and Tourism Commission, and with the support from over thousands of companies like yours that serve as members, the California travel industry was able to increase its advertising "share of voice" by 50% in the first year alone. A projected total of \$24 million will be raised over a four-year period, effectively enabling the travel industry to reverse the dangerous trend of lost market share, and ensuring the growth of new and repeat California visitor business and the viability of a strong California economy.

General Instructions

Completion of this form is required by state law to meet annual filing requirements of the California Tourism Marketing Act, to claim exemption status. and/or to amend previously submitted information. The information must be true, correct and complete.

Submitting the Form: The Tourism Assessment Form must be completed and payment must be postmarked by the due date shown on the front of the form above the mailing address. Make checks payable to: **California Travel and Tourism Commission (CTTC)**, and mail with form to the **California Trade and Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007**. If you need assistance, please contact us at (916) 322-3450 Monday through Friday 8:00 a.m. to 5:00 p.m. or visit our web site at <http://gocalif.ca.gov/tma>

Penalties: A late fee of 10% per annum will be assessed on late payments. Any business failing to provide information necessary to determine its assessment shall owe an amount representing the highest assessment level for its segment. (California Government Code Section 15372.110 (b)). Late fees and penalties shall commence 30 days after a notice of delinquency and shall be in addition to any assessment fees owed.

Multiple Locations: Businesses with multiple California locations (see Business Location in "Key Definitions" on Page 3) must either complete a Tourism Assessment Form for each location or utilize a Tourism Assessment Spreadsheet listing all California locations. A spreadsheet is available by calling (916) 322-3450.

New Business/Change of Ownership/Close of Business: The owner of record as of the printed due date is responsible for completing the form.

Exemptions

Some individual business locations that receive this form may receive negligible benefit from travel and tourism and therefore will be EXEMPT from any assessment. **The only way we will know that your business is exempt is if you complete and return the enclosed form.**

- You are exempt if you are a public body, which is defined as a public entity or a corporation where a majority of the corporation's board of directors is appointed by a public official or public entity, or serves on the corporation's board of directors by virtue of being elected to public office, or both. A public entity is an agency, department or instrumentality of the United States, State of California, or any political subdivision thereof. A public official is an employee of a public body or a person elected to the public body, who serves as a representative of that public body when making the appointment.
- You are exempt if you are a regular route intrastate and interstate bus service.
- You are exempt if you are not in an industry segment listed on the Industry Categories/Segments List.

You are exempt for this fiscal year's assessment cycle if any one of the following applies:

- Your California gross receipts are less than \$1 million.
- Less than 8 percent of the California gross receipts for this business is "travel and tourism revenue".
- You are a travel agency/tour operator that receives less than 20 percent of your California gross receipts from travel and tourism to places within California.
- After completing the calculations on the Tourism Assessment Form, you determine that the travel and tourism assessment would be less than \$50 for this business location.

Key Definitions

Assessment - The amount of annual fees owed by the business location.

Authorized Representative - A person authorized by the business to provide the information and sign the Tourism Assessment Form. Examples of authorized representatives include sole proprietors, corporate officers, general partners, and fiduciaries.

Business - An individual (sole proprietor), partnership, fiduciary, corporation, association, limited liability company, or any other business organization, whether operating on a profit or nonprofit basis.

Business Location - The street address where travel and tourism revenues are generated by a business.

A Tourism Assessment Form must be filed for each business location, unless a completed Tourism Assessment Spreadsheet is filed. A business has more than one location if the activities of the business have different street addresses, except the following shall be treated as a single Business Location: A Business Location with two or more street addresses and the locations of the street addresses are under common ownership, located on a single site (contiguous property under common ownership), and under the direction of a single Authorized Representative; or, two or more street addresses separated by a single street which are represented and promoted as one Business entity.

California Gross Receipts - Gross receipts, less returns and allowances from sales in California. For example, the amount shown on line 1c on Schedule F (FTB Form 100); Line 3 on Schedule C (IRS Form 1040), or for multi-state operations, Column (b) on Line 3 of FTB Schedule R-1 (Total sales). For travel agencies, income from commissions and fees from sales of travel to places within CA.

Industry Categories/Segments - There are four Industry Categories: A) Accommodations; B) Restaurants and Retail; C) Attractions and Recreation; and D) Transportation and Travel Services. Industry Segments are subsets of these 4 Industry Categories and are subject to assessment. Please see Page 4 for a listing of Industry Segments within each Industry Category.

Public Body - Please refer to "Exemptions" section above for Definition of Public Body.

Travel and Tourism Revenue - California gross receipts derived from expenditures to and/or within California by people who (1) travel at least 50 miles from home, one way, for purposes other than commuting to work or school; or (2) have an overnight accommodation as part of the travel, regardless of the distance or purpose traveled. "Home" as used in the definition of travel and tourism revenue means the place where the person has resided for the most recent 31 consecutive days.

Industry Categories/Segments

A ACCOMMODATIONS

A100 Bed and breakfast inn
A105 Campgrounds
A110 Campsite
A115 Casino hotel
A120 Dude ranch
A125 Hotels
A130 Hotel, franchised
A135 Inns
A140 Lodging house, except organization
A145 Lodging house, organization
A150 Motels
A155 Motel, franchised
A160 Motor Inn
A165 Recreational vehicle parks
A170 Resort hotel
A175 Resort hotel, franchised
A180 Seasonal hotel
A185 Ski lodge
A190 Tourist camps, cabins, cottages, and courts
A195 Trailer park
A200 Vacation lodges

B RESTAURANTS & RETAIL *

B100 American restaurant
B105 Barbecue restaurant
B110 Cajun restaurant
B115 Carry-out only (except pizza) restaurant
B120 Chicken restaurant
B125 Chinese restaurant
B130 Commissary restaurant
B135 Drive-in restaurant
B140 Ethnic food restaurants
B145 Family restaurant, chain
B150 Family restaurant, independent
B155 Fast-food restaurant, chain
B160 Fast-food restaurant, independent
B165 Fast-food stand
B170 French restaurant
B175 German restaurant
B180 Greek restaurant
B185 Health food restaurant
B190 Indian/Pakistan restaurant
B195 Italian restaurant
B200 Japanese restaurant
B205 Korean restaurant
B210 Lebanese restaurant
B215 Lunch counter (restaurant)
B220 Mexican restaurant
B225 Pakistani restaurant
B230 Pizza restaurants
B235 Seafood restaurants
B240 Spanish restaurant
B245 Sushi bar
B250 Steak restaurant
B255 Thai restaurant
B260 Vietnamese restaurant

EATING PLACES

B300 Box lunch stand
B305 Buffet (eating places)
B310 Cafeteria *
B315 Cafe
B320 Chili stand
B325 Coffee shop
B330 Concessionaire
B335 Contract food services *
B340 Delicatessen (eating places)
B345 Diner
B350 Dinner theater
B355 Eating places
B360 Food bars
B365 Frozen yogurt stand
B370 Grills (eating places)
B375 Hamburger stand
B380 Hot dog stand
B385 Ice cream stands or dairy bars
B390 Luncheonette
B395 Lunchroom
B400 Oyster bar
B405 Pizzeria, chain

B410 Pizzeria, independent
B415 Sandwiches and submarines shop
B420 Seafood shack
B425 Snack bar
B430 Snack shop
B435 Snow cone stand
B440 Soda fountain stand
B445 Soft drink stand

DRINKING PLACES

B500 Drinking places
B505 Bar (drinking places)
B510 Bars and lounges
B515 Beer garden (drinking places)
B520 Cocktail lounge
B525 Saloon
B530 Tavern (drinking places)
B535 Wine bar

NIGHT CLUBS

B600 Night clubs
B605 Cabaret
B610 Discotheque

RETAIL

B700 Art dealers
B705 Athletic shoes
B710 Books
B715 Camera, photo
B720 Children's apparel
B725 Children's shoes
B730 Computer & software
B735 Department stores, discount
B740 Department stores, non-discount
B745 Family apparel
B750 Family shoes
B755 Florists
B760 Gems and precious stones
B765 Gift, novelty; souvenir
B770 Hobby, toys, games
B775 Jewelry
B780 Luggage, leather
B785 Men's shoes
B790 Men's/boys apparel
B795 Misc. apparel
B800 Misc. general merchandise stores
B805 Misc. home furnishings
B810 News stands
B815 Optical
B820 Radio, television, electronics
B825 Record & tape
B830 Specialty sporting goods
B835 Sporting goods
B840 Stationery
B845 Tobacco
B850 Variety Stores
B855 Women's apparel
B860 Women's shoes
B865 Women's specialty apparel

C ATTRACTIONS AND RECREATION

C100 Aerial tramway or ski lift, amusement or scenic
C105 Air shows
C110 Amusement concession
C115 Amusement parks
C120 Amusement ride
C125 Animal and reptile exhibit, w/admission fee
C130 Aquarium, w/admission fee
C135 Aquariums and zoological gardens, w/admission fee
C140 Arboretum, w/admission fee
C145 Art gallery, w/admission fee
C150 Art gallery, noncommercial, w/admission fee
C155 Arts or science center w/admission fee
C160 Ballet production
C165 Beach & water sports equipment rental & svcs
C170 Botanical garden, w/admission fee
C175 Cave operation
C180 Concession operator
C185 Fair
C190 Festival operation
C195 Fishing boats, party, operation
C200 Fishing lakes and piers, operation

C205 Gambling establishment
C210 Gambling machines, operation
C215 Historical society, w/admission fee
C220 Hot air balloon rides
C225 Houseboat rentals, rev. on rental of 30 days or less
C230 Marine basins, rev. on rental of 30 days or less
C235 Museum, w/admission fee
C240 Observation tower operation
C245 Opera company
C250 Pack train, for amusement
C255 Performing arts center production
C260 Pier, amusement
C265 Planetarium, w/admission fee
C270 Plays, road and stock companies
C275 Pleasure boat rental, rev. on rental of 30 days or less
C280 Recreation equipment rental
C285 Repertory, road/ stock companies; theatrical
C290 Rodeo operation
C295 Rowboat and canoe rental, rev. on rental of 30 days or less
C300 Saddlehorse rental of 30 days or less
C305 Sailboat rental, rev. on rental of 30 days or less
C310 Scenic railroads for amusement
C315 Ski rental concession
C320 Spas
C325 Sporting goods rental (not elsewhere clssfd)
C330 Summer theater
C335 Surfing equip. rental, rev. on rental of 30 days or less
C340 Symphony orchestra
C345 Theatrical companies
C350 Theme park, amusement
C355 Tourist attraction, commercial
C360 Tourist attractions, amusement park concessions and rides
C365 Waterslide operation
C370 Wax museum, commercial
C375 Yacht basins, rev. on rental of 30 days or less
C380 Zoological garden, commercial
C385 Zoological garden, noncommercial, w/admission fee

TRANSPORTATION

AND TRAVEL SERVICES *

D100 Airport ground transportation service
D105 Automobile rental, with driver
D110 Charter buses, excursions except interstate, revenue reportable to PUC
D115 Cruise ships/deep sea passenger transport, revenue reportable to PUC
D120 Excursion boat operators/ inland water local tour
D125 Ferries operating across rivers or w/in harbors
D130 Filling stations, gasoline (exempt sales of diesel fuel)
D135 Gasoline service stations (exempt sales of diesel fuel)
D140 Inland water taxis/ferries
D145 Intercity highway transport, special service
D150 Interstate bus line, revenue reportable to PUC
D155 Intraport transportation
D160 Limousine rental, with driver
D165 Local bus charter service
D170 Local passenger transpnt. not elsewhere clssfd
D175 Local rental transportation
D180 Marine service station
D185 Motor home rental
D190 Motorcycle rental
D195 Passenger car rental
D200 Rafting tours
D205 Recreational vehicle rental
D210 Rent-a-car service
D215 Sightseeing boats
D220 Sightseeing bus, revenue reportable to PUC
D225 Taxicabs
D230 Tour and guide services
D235 Tour operators/package & wholesalers
D240 Travel agencies
D245 Water taxis

*Excluded: (a) contract feeders serving hospitals, schools, prisons, employee cafeterias and/or restaurants, (b) catering vendor trucks serving job sites and other employment locations, (c) restaurants on university campuses and military basis, and (d) regular route intrastate and interstate bus service.



COMPLETE AND RETURN THIS FORM, WITH PAYMENT DUE,
BY THE DATE SHOWN ABOVE YOUR ADDRESS ON THIS FORM

California Tourism Marketing Act
TOURISM ASSESSMENT FORM 1999/2000

A TOURISM ASSESSMENT FORM MUST BE COMPLETED FOR EACH BUSINESS LOCATION
UNLESS A TOURISM ASSESSMENT SPREADSHEET IS COMPLETED. For assistance call (916) 322-3450.

ID #	Due Date:

Complete Name & Address for Billing Correspondence

--

Complete Name & Address of Business Location

1. If one or more of the preprinted addresses is incorrect (or missing), please enter the correct information below.

- | | |
|---------------------------|---------------------------------------|
| a) Business Name _____ | d) Location Name (if different) _____ |
| b) Mailing Address _____ | e) Address _____ |
| c) City, State, ZIP _____ | f) City, State, ZIP _____ |

2. Enter the Federal Employer Identification Number (FEIN) for this business,
or if no FEIN exists, enter the Social Security Number (SSN) of the primary owner. **2** _____
(The inclusion of a FEIN or SSN is mandatory pursuant to the provisions required by the California Marketing Act (Government Code Section 15372.60 et seq.). The number will be used as an identifier for the business location.) (Enter FEIN or SSN)

3. To determine if your business is exempt, refer to the "Exemptions" section on Page 3 and the "Industry Categories/Segments" list on Page 4.

☐ 3a) If your business location derives the greatest portion of its California gross receipts from an Industry Segment **not listed** on Page 4, enter the number 1 in this box and **state the principal activity** on the line below:

☐ 3b) If any of the following apply to this Business Location, enter the number 2, 3, 4, or 5 in this box:

(2) travel agency/tour operator, less than 20% from within California;	(4) less than 8% of gross receipts from travel and tourism;
(3) public body;	(5) gross receipts less than \$1 million.

(Please refer to "Key Definitions" on Page 3 for an explanation of the above terms.)

3c) If you indicated in 3b above that your gross receipts are less than \$1 million, check the appropriate box below:
☐ Less than \$500,000 ☐ \$500,000 - \$799,999 ☐ \$800,000 - \$999,999

**If you placed a number in box 3a or 3b, you are an Exempt Business or Exempt Business Location.
Go directly to line 13. Otherwise, go to line 4.**

4. Enter the code number of the one Industry Segment (Page 4) from which the Business Location earns the greatest portion of its California gross receipts (e.g. the "Bed and Breakfast Inn" code number is A100)..... **4** _ _ _ _

5. **Optional Payment.** If you wish to voluntarily pay the maximum assessment, enter "\$250,000" on line 5 and send payment of \$250,000 to: California Travel and Tourism Commission. Go directly to line 13. **5** _____ | **00**

6. Enter the ending month and year of your accounting period from your most recently filed tax return. (For example, for the calendar year 1998, enter 12/98) **6** _ _ / _ _

7. Enter your California gross receipts for the period on line 6, for this Business Location (refer to "Key Definitions" on Page 3). DO NOT attach copies of income tax returns.
..... **7** _____ | **00**

7a) If California gross receipts information is not available, indicate reason and transaction date below, and proceed to line 13.
☐ Business bought/sold(circle one) If sold, enter buyer's name & address below ☐ Business opened/closed(circle one)
Date _____ Buyer _____ Date _____

8. From the amount on line 7, subtract **exempt revenues** (as defined below) and enter the **balance** here: 8 _____ | 00

The following **exempt revenues** shall be subtracted from California gross receipts (line 7) prior to entering an amount above on Line 8.

If in Attractions and Recreation Category - Revenues from rentals of more than 30 days for each of the following: canoes, houseboats, pleasure boats, rowboats, sailboards, surfing equipment and spaces in marine and yacht basins.

If in Travel and Transportation Category - All revenues from interstate transportation and sales of diesel fuel. All revenues from regular route intrastate and interstate bus service.

9. Enter the estimated percentage of line 8 that is derived from travel and tourism revenue, e.g. 23% would be written as 0.23. (Refer to Page 3 for definition of Travel and Tourism Revenue.) 9 _____

If line 9 is less than .08, you are an exempt business location and not subject to a travel and tourism assessment for this year. Go directly to line 13. Otherwise, if line 9 is equal to or greater than .08, go to line 10.

(You are not required to show your method of calculating your percentage of travel and tourism, but are required to retain it for three years and to produce it if requested.)

10. Multiply line 8 by line 9 and enter the result here (e.g. \$1,000,000 x 0.65 = \$650,000)... 10 _____ | 00

11. Multiply line 10 by .00045 (assessment rate) and enter the result on line 11 (rounded to nearest dollar). This is your travel and tourism assessment for this year. 11 _____ | 00

If line 11 is less than \$50, you are an exempt business location and not subject to a travel and tourism assessment for this year. Go directly to line 13.

12. If the amount shown in line 11 is equal to or greater than \$50, please make check or money order for total amount due payable to: California Travel and Tourism Commission. **To avoid penalties, payment must be postmarked not later than thirty (30) days following the due date printed on Side 1 of this form.**

13. Under penalty of perjury, I declare that I have examined the above information and to the best of my knowledge and belief, it is true, correct, and complete.

_____ Authorized Representative <small>Please Print</small>	_____ Title	_____ Signature
(_____) _____ Phone Number	(_____) _____ Fax Number	_____ Date
E-Mail Address: _____ (optional)		

(Please note: A person who provides false information is civilly liable for up to \$10,000 in addition to the amount of assessment as per Government Code Section 15372.121.)

MAIL THE COMPLETED FORM WITH PAYMENT IN THE RETURN ENVELOPE PROVIDED.

If you did not receive a return envelope or have misplaced it, return the form, with payment, payable to: California Travel and Tourism Commission (CTTC), and send to the California Trade and Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007.

For assistance, call **(916) 322-3450 Monday through Friday 8:00 a.m. to 5:00 p.m.** Please visit our internet site at <http://gocalif.ca.gov/tma> for additional forms and information about the California Tourism Marketing Program and the Assessment Program.



(OPTIONAL)

Marketing & Communications

Throughout the year, the California Travel & Tourism Commission (CTTC) will be sending out information summarizing a variety of marketing and promotional programs and their corresponding impact on the California travel industry and economy. Many of these programs represent opportunities for your company to partner with the CTTC and California Tourism. To make sure your company receives these opportunities and updates in a timely manner, we would like to obtain accurate contact and mailing information. As well, we would like to offer you the opportunity to have a listing on the upcoming CTTC web site. Consumers and the travel trade will be able to access this listing, so submit the most appropriate contact information. If you are a chain, you may submit a listing form for each property in your chain, reproducing this form as needed.

PLEASE TYPE OR PRINT CLEARLY

MARKETING & COMMUNICATIONS INFORMATION

Name of Business: _____ **ID#:** _____
(from Assessment Form)

Name of CEO: _____ **Phone:** _____

(Check one)

____ Use Billing address, as reported on the Tourism Assessment Form
____ Use Business Location address, as reported on the Tourism Assessment Form
____ Other address: _____ State & Zip: _____

Where should Marketing & Communications information be sent?

(Check one)

____ Marketing/Sales Director ____ PR/Communications Director ____ Other: _____

(Check one for mailing address)

____ Use Billing address as reported on the Tourism Assessment Form
____ Use Business Location address as reported on the Tourism Assessment Form
____ Other address: _____ State & Zip: _____
Phone: _____ Fax: _____

WEB SITE INFORMATION

Name of Business: _____

Street Address: _____

City, State & Zip Code: _____

General Information Phone: _____

General Information Fax: _____

E-Mail: _____

Web site: _____

BUSINESS CATEGORY (PLEASE CHECK ONE)

____ Accommodations (Hotels/Motels, Bed & Breakfast, Resorts, RV/Trailer Parks, Campgrounds, Cabins & Cottages)	____ Retail
____ Restaurants (Eating Places, Drinking Places & Night Clubs)	____ Attractions
____ Transportation Services	____ Recreation
	____ Travel Services

Form completed by: _____

Please fax completed form to 916-322-3402. Or mail to the California Travel and Tourism Commission, c/o the California Trade & Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007.

California Travel & Tourism Commission

List of Commissioners

CHAIR – Lon Hatamiya, Secretary, California Trade and Commerce Agency

Accommodations

Vice Chair, Jim Abrams, Executive Vice President, Calif. Hotel & Motel Assoc., Sacramento [1/02]
James J. Amorosia, Sr. Regional Vice President, Motel 6, Belmont [1/03]
Glyn Davies, Past President, California Bed & Breakfast Inns, Simpson House Inn, Santa Barbara [1/03]
Mark Erskine, Director of Revenue Strategy, San Diego Marriott Hotel & Marina, San Diego [1/02]
Anne Evans, Owner, Evans Hotels, San Diego [1/03]
Michael Gelfand, President, Terra Vista Management, Beverly Hills [1/02]
Charles H. Hays, Managing Partner, Far Horizons 49er Trailer Park, Plymouth [1/02]
Greg Hendel, Owner, Director of Sales, Best Western Palm Springs [1/02]
Rick Lawrance, Executive Vice President, California Lodging Industry Assoc., Sacramento [1/02]
Chris Middleton, Vice President, American Hotels, Palo Alto [1/03]
Cormac O'Modhrain, General Manager, Park Hyatt Los Angeles [1/03]
Bill O'Connell, Co-Owner, Stovall's Best Western, Anaheim [Orange County] [1/00]
Ted Weggeland, President, Entrepreneurial Hospitality Corp., Riverside [Inland Empire] [1/02]
Gene Zanger, Partner, Casa de Fruta, Hollister [1/03]

Restaurants and Retail

Ted Balestreri, General Managing Partner, Cannery Row Company, Monterey [Central Coast] [1/00]
Ted Burke, Owner, Shadowbrook Restaurant, Capitola [1/02]
Chief Financial Officer, John Kautz, Chairman, Ironstone Vineyards, Murphys [Gold Country] [1/02]
Jeani Lund, Corporate Director of Marketing, Merv Griffin Hotels, Los Angeles [1/02]
Ric Service, Owner, Las Casuelas Terraza, Palm Springs [1/03]

Attractions and Recreation

Claire Bilby, Vice President, Sales/Travel Operations, Disneyland, Los Angeles [1/02]
William Davis, Executive Vice-President and General Manager, Sea World of Calif., San Diego [San Diego County] [1/02]
Dennis Harmon, President, Heavenly Ski Resort, South Lake Tahoe [High Sierra] [1/00]
John Koeberer, President, California Parks Company, Red Bluff [Shasta Cascade] [1/02]
Steve Lew, Consultant, Civic Affairs, Universal Studios Hollywood, Universal City [1/03]
Vice Chair, Bob Roberts, Executive Director, California Ski Industry Assoc., San Francisco [1/02]

Transportation and Travel Services

Mike Fife, President, Palm Springs Desert Resorts Convention & Visitors Authority, Rancho Mirage [Deserts] [1/02]
Michael Gallagher, President, CityPass, San Francisco [1/03]
George Kirkland, President, Los Angeles Convention & Visitors Bureau, Los Angeles [Los Angeles County] [1/00]
Terry MacRae, CEO, Hornblower Cruises & Events, San Francisco [1/03]
Anastasia K. Mann, Chairman & C.E.O., Corniche Travel, West Hollywood [1/03]
John Marks, President, San Francisco Convention & Visitors Bureau, San Francisco [San Francisco Bay Area] [1/00]
Robert Neuberger, Director of Business Development, Avis Rent A Car, El Segundo [1/02]
Rita Vandergaw, Director, Marketing & Public Relations, Port of San Diego [1/02]

[Appointed Commissioners regions are shown in brackets]

[Term expirations are shown in brackets]

List updated January 2000